

# Memorandum

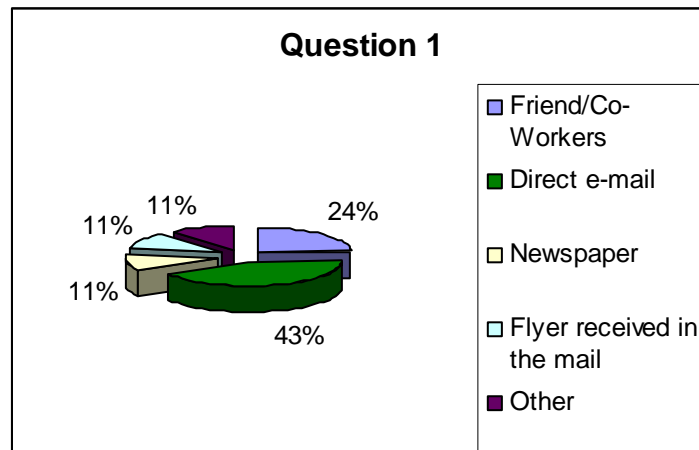
## Diversity Office



On June 7, 2004, the City of Tempe Diversity Office featured its first lecture series on cultural awareness entitled “WHO’S Your Neighbor?” Approximately 75 community members and employees were in attendance. The Diversity Office surveyed attendees at the conclusion of the lecture to gather feedback for evaluating the program and making improvements. The survey was analyzed and placed in graph format in order to evaluate the feedback. Here is the analysis:

### 1. How did you hear about this program?

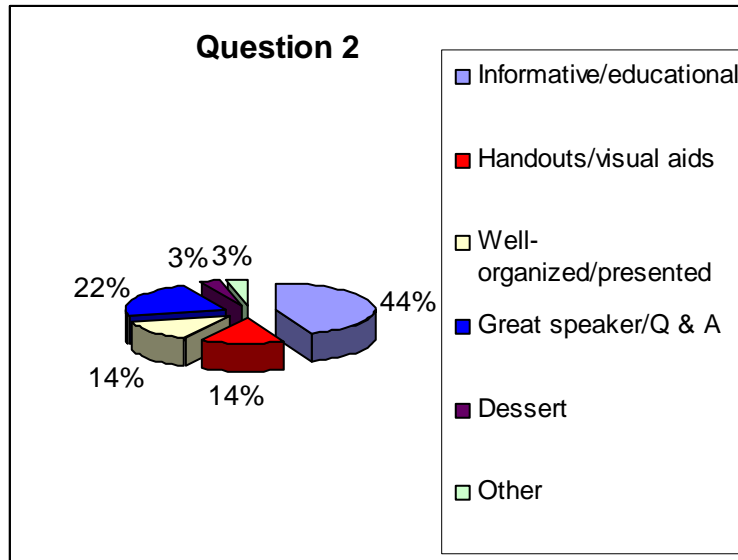
There were 53 responses to this question. Based on those results, the majority of the attendees, or 43% , heard about the program through direct e-mail. The Diversity Office maintains an electronic database, which acts like a mailing list, to send informational flyers on upcoming events. Word of mouth through friends and co-workers captured 24% of the responses. The other methods of advertising each received 11% of the responses. Among the “Other” category included: ASU Newsletter, Staff meeting, and E-mail posting on the job.



There were also eight surveys containing multiple responses to question one. Receiving a flyer in the mail captured 29% of those responses, followed by 24% equally from the other categories.

### 2. What did you like best about today’s function?

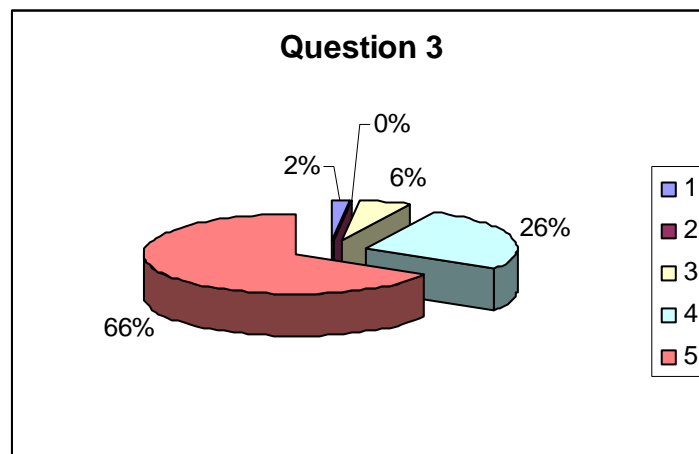
There were 59 responses to this open-ended question. All of the responses can be placed into the following categories: “*Informative/educational*”; “*Handouts/visual aids*”; “*Well-organized/presented*”; “*Great speaker/Q &A*”; “*Dessert*”; and “*Other*”. Based on the results, 44% felt that the program was informative and educational, 22% felt that the speaker was great and provided an opportunity for the audience to ask questions.



Among the responses in the “*Other*” category included: Timely, Valuable, and All of it.

**3. On a scale of 1-5, with 5 being the highest, please rate your experience with this program?**

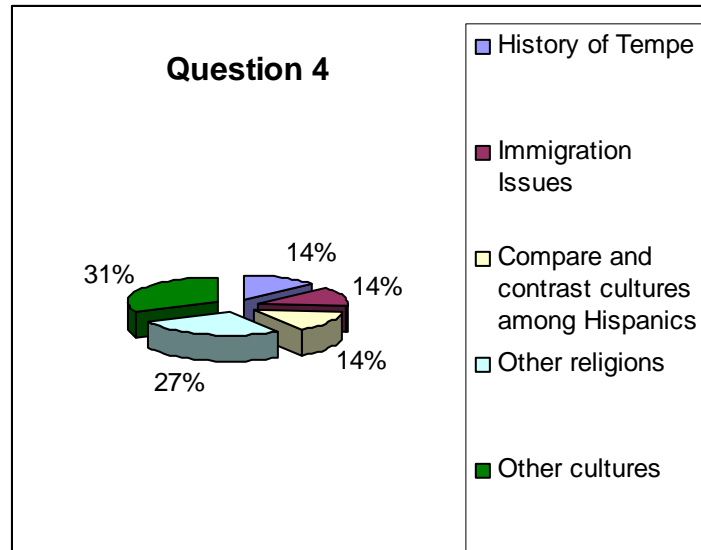
There were 48 responses to this question. The graph below reflects the response percentage of each rating.



Sixty-six percent of attendees rated their experience with the program at a rating of 5. None rate the program 2. Only one rate the program 1.

**4. In efforts of providing continued quality programming, please list the topics you would like featured at the next “WHO’S Your Neighbor?” Brown Bag Lecture.**

There were 50 varied responses to this open-ended question. The top two were: “*Other Cultures*” and “*Other Religions*”. Other Cultures mentioned were: Oriental and Native American. Other Religions mentioned included: More on Muslims, Mormons, Buddhists, Ba’hais, Hindus, Sikhs and Judaism. The graph below shows the percentages of the most popular responses.



Other responses from attendees were:

- Gay Issues
- Homeless
- Mental Disabilities
- Politics & Religion
- Misplaced Populations
- Gender and Women's Issues
- Diversity Initiatives in neighboring cities
- Generational differences
- Compare and contrast the major religions of the world
- ASU Students
- Human Borders
- Cultural awareness initiatives in Tempe's High Schools
- Take a tour of a Mosque

## 5. Comments?

Attendees were given an opportunity to add any final comments to either the present or future Brown Bags. There were 25 responses to this question. Ninety-six percent of the comments were positive feedback. They ranged anywhere from a simple "Thank you" to "Great idea for informing and learning together."